

REPORT ON RADIO STATION

COLLEGE

ADDRESS

Prepared especially for the Teletype Newsmachine Service of the  
EASTERN STATES RADIO CORPORATION

34 Amity Street  
Amherst, Mass.

545 Fifth Avenue  
New York, N. Y.

Date Sent: JAN 14 1951

Date Received:

1970-1971

1970-1971

1970-1971

1970-1971

Address: \_\_\_\_\_ (city & state)  
Watts: \_\_\_\_\_ Frequency: \_\_\_\_\_

Enrollment: Men: \_\_\_\_\_ ( ) Co-ed. If yes, check!

Women: \_\_\_\_\_ ( ) Yes ( ) No

Coverage of campus: \_\_\_\_\_ Mailing circulation: \_\_\_\_\_

Men: \_\_\_\_\_ % Women: \_\_\_\_\_ %

Administration and faculty: \_\_\_\_\_ %

Number of town residents able to hear the station:

station: \_\_\_\_\_.

Mailing address of Radio Station:

Phone: \_\_\_\_\_

Staff: Number of students and faculty working on station: men \_\_\_\_\_ women \_\_\_\_\_

LIST BELOW THE POSITION (not proper name) ON YOUR STAFF WHO IS CONTACTED FOR THE FOLLOWING: (e.g., Bus. Mgr., Program Manager, Station Manager, etc.)

Station Affairs - head of station

Promotion of programs to listeners

Public relations

Advertising sales

Commercial Copy, preparation

Scheduling programs

Actual production; technique

Technical advice

Faculty & Administration advisor

Do you have any news broadcasts?

If you have a news machine, indicate what kind: (AF, UP, INS)

If no machine, please indicate how you get the news and the number of minutes of news per day:

Do you have recording facilities? Describe!

Network affiliations, if any: IBS?

Do you have any NATIONAL ADVERTISING at this time? List







## **PROGRAM DEPARTMENT:**

Directions: Fill in the program schedule as

Key : L = live  
dj = disc jockey  
C = classical music  
S = sports

Fill in the program schedule as well as possible. Fill in the length of the breaks between programs, i.e., 20 sec., 60 sec. etc. Abbreviate where necessary.



(2)

Time	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 - 6:30				
6:30 - 7:00				
7:00 - 7:15				
7:15 - 7:30				
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00				
9:00 - 9:15				
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15				
10:15 - 10:30				
10:30 - 10:45				
10:45 - 11:00				
11:00 - 11:30				
11:30 - 12:00				
12:00 →				
AM				
6:00 →				



BUSINESS DEPARTMENTNATIONAL ADVERTISING

Directions: Please fill in the following figures for your NATIONAL advertising rates. Please put rate which is subject to 15% advertising fee and 15% of net for station Reproper fee. If your frequency discounts are the same, fill in amounts according to calls for distribution.

periods length	1 per.	6 per.	12 per.	36 per.	48 per.	72 per.
60 min.						
30 min.						
15 min.						
5 min.						
SPOTS:						
60 sec.						
30 sec.						
20 sec.						

All commercial commitments will be in accord with the regulations set up by the National Association of Broadcasters. No. liquor, beer, or wine advertising will be accepted!

Please list any products that are considered by your station as unacceptable for advertising, but which are heard on commercial stations - i.e., cigarettes.



TECHNICAL DATA:

- (1) Frequency:
- (2) Watts:
- (3) Approximate frequency response of signal:
- (4) Are you operating as a carrier current station or as a standard broadcast station?  
 Carrier Current       Standard Broadcast
- (5) Do you have Western Union Timing?     YES     NO

◆◆◆◆◆◆◆

Equipment:

MICROPHONES :      Quantity:  
Type:  
Manufacturer's Design

TURNTABLES :      Quantity:  
Speeds:  
Diameter:  
Manufacturer's Design:

PICK-UP ARMS :      Quantity:  
Length of Arm:  
Manufacturer's Design:

REMOTE FACILITIES :      (list)

LIST ANY OTHER FACILITIES THAT ARE IMPORTANT OR A FEATURE IN YOUR  
RADIO STATION TECHNICAL SET-UP:



## FACILITIES AND STATION LAYOUT

Directions: Please draw a rough sketch of your physical layout, labeling studios, control room, music room, news room, etc. If your whole set-up is in one room, please indicate a rough floor plan of the room.



~~RECORDED~~

Please draw a heavy line through all the days numbered below that your station will NOT be on the air. From this we will be able to figure a schedule of days you will be able to broadcast, and some substitute days which you will be able to "make-good" any broadcasts that you might miss.

\* \* \* \* \*

February, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

March, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

July, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

August, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

September, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

October, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

November, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

December, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

February, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

March, 1952

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